

Auto-and audio-philos, rejoice!

Wait until your eyes behold and your ears experience this fabulous new Celica sight and sound interior package.

There before you are truly the most outstanding state-of-the-art audio components ever tastefully arrayed in an automobile. A high performance electronic tuner displays station frequency and AM or FM mode with digital readouts. "Seek" function scans the spectrum and locks in on each station without static or distortion.

For your favorite music whenever you want it, just activate your Dolby® noise-reduced cassette deck with auto reverse for clear, crisp, melodious sound.

Your USGP Celica includes a graphic equalizer/pre-main amplifier to boost and enhance the sound from two front speakers and two rear speakers.

You'll find the electronic tuner, cassette deck and graphic equalizer/amplifier all tastefully integrated and within easy reach on the USGP Celica's dash.

So sit back and enjoy the comfort of your USGP Celica's special ivory colored knitted vinyl seats accented with black piping. Survey the beauty of the contrasting instrument panel with commemorative dash plaque. Feel the steering wheel wrapped with rich, black leather and the plushness of wall-to-wall carpeting. That's it—now you've got the USGP Celica feeling!

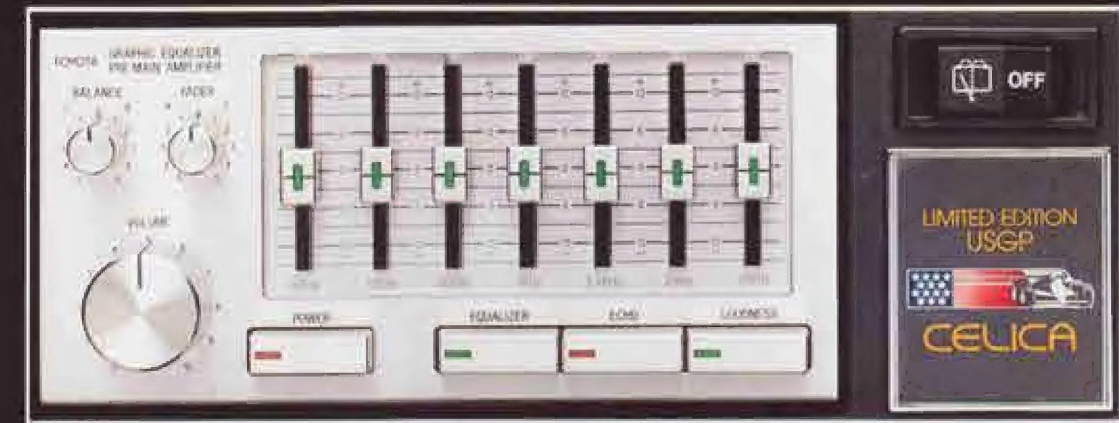
Only a few will be privileged to experience the driving pleasures and pride of ownership that the Limited Edition USGP Celica provides. Shouldn't you be one of them?



Shown with optional air conditioning.



Cassette deck features auto reverse and Dolby® noise reduction.



Graphic equalizer/amplifier boosts and enhances the sound.


Special interior includes ivory colored knitted vinyl seats with black piping.



High performance digital tuner has five pre-set buttons.

BODY/FRAME CONSTRUCTION		Unitized body construction
SUSPENSION FRONT	MacPherson strut w/coil springs, stabilizer bar and double acting shock absorbers.	
SUSPENSION REAR	Four link w/coil springs, lateral track bar, double acting shock absorbers and stabilizer bar.	
STEERING TYPE	Recirculating ball, collapsible shaft	
BRAKES	Power-assisted front disc, rear drum	
ENGINE TYPE	4-cylinder in-line SOHC	
DISPLACEMENT	2.2 liters (2189 cc)	
HORSEPOWER (SAE NET)	90 hp @ 4800 rpm	
TORQUE (SAE NET)	122 ft.-lb. @ 2400 rpm	

SPECIFICATIONS	
EXTERIOR DIMENSIONS (inches)	
Wheelbase	98.4
Overall length	175.5
Overall width	64.6
Overall height	50.8
Tread width (front/rear)	53.1/53.7
CURB WEIGHT (lbs.)	2530
INTERIOR DIMENSIONS (inches)	
Head Room (front/rear)	37.0/37.0
Leg Room (front/rear)	41.2/31.5
Shoulder Room (front/rear)	52.8/50.9
TIRES	
Type	Steel belted radial ply with raised white letters
Size	185/70 HR14
EXTERIOR COLORS	
Red	
White	
Dark Blue Metallic	



OH
WHAT
A
FEELING!

TOYOTA

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(250M)

1980 Limited Edition
USGP Celica.



Welcome to the winner's circle.

Presenting the Limited Edition USGP Celica. A specially equipped, specially designed collector's item. Only a limited number of these uniquely presented Celicas are offered for sale to commemorate Toyota's association with Grand Prix racing in the United States. Toyota has been actively involved in Grand Prix racing as the Official Pace Car of the Long Beach Grand Prix

since 1975, and the Toyota Grand Prix of the United States at Watkins Glen since 1977.

Celica is a trendsetter among sporty cars sold in America. And there has never been a sporty Celica designed like this before—with unique features inspired by the excitement and glamour of Grand Prix racing. A unique honeycomb grille with GT

emblem and flat black "B" pillars add that special sporty touch. Grand Prix body stripes highlight Celica's aerodynamic styling. Rally style front and rear mud guards, aluminum alloy wheels and 185/70 HR14 raised white letter tires combine to create a racy profile. And inside there are fabulous features designed to pamper and excite. Step inside...the USGP Celica.

The Celica tradition.

The USGP Celica is a continuance of the ten year Celica tradition...setting the pace and outdistancing the competition. The aerodynamic styling and spirited performance of the Celica GT Liftback quickly secured the title "Import Car of the Year" for 1976 and again in 1978. Celica has taken these titles and burst from the starting line to continue as the leader in sporty styling and performance.

The clean-lined design and exciting driving experience of Celica has often been copied, but never equalled. The 2.2 liter 4-cylinder SOHC engine delivers smooth yet powerful acceleration. 5-speed overdrive transmission reduces engine wear and provides Toyota Total Economy for you. Complete instrumentation, including tachometer, lets you quickly monitor engine performance. MacPherson strut front suspension with front and rear stabilizer bars provides Toyota's precision handling and comfortable ride. And power-assisted front disc/rear drum brakes help bring you to a smooth stop.

For personal luxury, Celica is a Grand Prix champion. An illuminated entry system greets you as the key is turned in the door lock. The comfortable seats in 1980 are wider and the driver's seat adjusts six different ways to your desired position. For added comfort, the driver's seat is equipped with an adjustable lumbar support.

The Celica GT Liftback. A tradition of outstanding design, driving excitement and attention to your comfort and convenience. A tradition now enhanced by the 1980 USGP Celica.



Vehicles shown with optional sunroof and rear window washer/wiper.